

**Macy's**  
Herald Square. B'way, 34th to 35th St.  
We Sell Dependable Merchandise at Prices Lower  
Than Any Other Store, but for Cash Only.

# CAR COMFORTS—They should be included in your plans for MOTORING over the FOURTH



## A bath!

The best recipe we know  
for keeping yourself cool.

Is there anything more refreshing than splashing around in that tub of cool water (not too cool, for doctors tell us it should be just about the temperature of the body—lukewarm) after a hard day's work, or play?

Surely not, unless it is a tub of cool water plus a sweet-smelling salts. Those and all the other comforts of home-bathing are included in this list:

Stock up now for your  
Summery ablutions!

Sea salt crystals, bags, 15c, boxes, 18c

Rubber shower sprays, 72c to \$1.98

Sels Aromatic—a perfumed salts for softening and perfuming the bath. Facsimile of that originally imported from England and selling at double the price. In these odors—"Eau de Cologne," Rose, Violet, Oriental, Verbena. 36 ounce bottle, \$1.48

Mermaid Bath Powder, in bottles containing enough for ten baths, 24c

Borax Bath Soap, with a faint, pleasing odor. Large cake, 15c

Bran Bags, foreign make, 25c, 45c ea.

Bath Mitts and Gloves, 29c to \$1.64 pr.

Bath straps, generally used for friction, 74c to \$1.98

Bath brushes with straps and additional handles, to enable one to reach the back, 79c to \$5.94

Rubber Sponges, all sizes, 10c to \$1.24

Silk Sponges, all sizes. A particular assortment for babies' baths, 10c to 89c

Bath Sponges, bleached and natural. From domestic and foreign waters, 10c to \$5.48

Shampoo brushes, 29c to 74c

Violet perfumed Ammonia, pint bottles, 28c

quart bottles, 39c

### Special.

Knet's English Bath Brushes, made of fibre and bristles. Very durable. With permanent long handle, 69c. With strap, 39c.

Macy's—Main Floor, Rear, 34th St.

## SALE!

White sport satin

\$3.49 yd.

Verified price elsewhere \$4.50 yd.

39 inches wide.

Macy's—Second Floor, 35th Street.



Vase, \$3.89 1 1/2 in. high 4 in. diameter Jar and cover \$2.19 11 inches high 12 inches high Vase \$7.89 27-29 inches high 15 inches high Jar and cover \$12.89 25 inches high 15 inches high

Chinese Porcelain

**JARS and VASES**

336 pieces ranging in price

from \$1.39 to \$15.89

And there is almost as much latitude in choice as there is in price. These are unusually good specimens of modern Chinese porcelains; they have all the traditional charm of color and grace of line, and are sure to

contribute a unique decorative note wherever used. And it is decorative access through the use of well-chosen decorative accessories remember, that the home is raised above the realm of the commonplace into the distinctive.

Macy's—Basement, Front, 34th Street.

**NAVY Blue Serge**

Always smart, but seldom priced as low as

\$2.74 yd.

Our usual price (which is less than elsewhere) \$3.19 yd.

\$2.74 yard is less than to-day's cost of production. This is a desirable quality, weight and shade of men's wear blue for dresses, skirts and suits.

54 INCHES WIDE.

We will sponge this material without charge if you so request it.

Macy's—Second Floor, 35th Street, Broadway.

Special holiday offerings for

**MEN**

**Palm Beach suits \$13.75**

(Coat and Trousers)

It'll be a "cool day in July" for the man who wears one of these suits. We know of only one suit cooler—the bathing suit—and convention sets aside that alternative.

Suits of that breezy Palm Beach fabric are here in attractive designs and colors. Those in plain tan shades are only \$12.49.

Macy's—Fifth Floor, Front.

**Men's and boys' brown "Good-year Keds"**

(High cut)

\$1.39

Through an opportune purchase we are enabled to offer these shoes at this unusually low price.

The satisfaction—giving qualities of "Goodyear Keds" are well known. When it is possible to purchase them at such savings—why, stock up, that's all.

Macy's—Main Floor Balcony, 35th Street.

**A sale of cigars and cigarettes**

Cigarettes

Fatimas Carton of 200, \$1.74 Regular price, 2.09

Chesterfields Carton of 200, \$1.34 Regular price, 1.69

Conch Turkish cigarettes, straw, cork or plain tipped Box of 100, \$1.98 Regular price, 2.24

Cigars

Cuban Aster, Regalias, Havana filled and wrapped, Box of 50, \$2.49 Regular price, 2.97

And a New Cigar—Tifani Perfectos, a mild, blended Havana smoke, that we are introducing at an exceptionally low price.

Box of 50, \$2.97

Try us for your favorite smoke!

Macy's—Main and Fifth Floors, 35th Street.

**Household linens**

for LESS

**Imported Damask tablecloths \$2.97 ea.**

Formerly \$3.89 ea. Made of fine cotton damask woven so that it is scarcely distinguishable from linen. Choice of several circular patterns.

**Linen damask breakfast napkins \$3.49 doz.**

Full bleached, sturdy quality. Hemmed ready for use. Size 16x16 inches.

**Real Madeira tray doilies 29c ea.**

Hand scalloped and hand embroidered in five solid and cycle work designs, on fine round thread linen. Bread tray ovals size 6x12 inches.

**Pure linen table damask \$1.59 yd.**

This is about to-day's cost to us. Extra heavy, firmly woven damask in four effective patterns. 69 inches wide.

**Real Cluny lace centre pieces \$5.94 ea.**

Pure linen centre, trimmed with a wide edge of hand made linen Cluny in an attractive pattern. 36 in. diameter.

Macy's—Second Floor, 35th Street.

A completely equipped Motorists' Section renders aid and comfort to the motorist and satisfies his every personal need.

We offer these suggestions for that motor trip you're planning:

**Motor restaurants**



are very necessary for the party that objects to "waiting its turn" at a roadhouse.

**Running board style (for six people) \$21.49**

Veneered basswood, top, bottom and sides, covered with black enameled duck. Corners leather bound. It can be attached to the running board of a car and is equipped with 2 metal food boxes and 6 knives, forks and spoons. It has aluminum salt and pepper shakers and white enameled plates and cups. There are two glass food jars and space for two one quart vacuum bottles.

**A double decker (for six people) \$16.74**

A compact case—has the same equipment as the running board style, except that it has one glass food jar, and space for one quart and two one-pint vacuum bottles.

Other motor restaurants in stock from \$7.75 to \$51.95, including the war tax.

**Chauffeurs' gloves \$2.69**

are of plain black leather with perforated backs and buttons at wrist.

**Vacuum bottles**

are a necessary article if the equipment of your car is to be complete.

Plain nickel bottle, 1 quart size, \$4.96 1 pint size, \$3.24 Corrugated nickel bottle, 1 quart size, \$4.49 1 pint size, \$3.12 Green enamel side with nickel shoulder and top, 1 quart size, \$3.79 1 pint size, \$2.49 1/2 pint size, \$2.24

**Chauffeurs' palm beach suits \$15.74**



are light, cool and serviceable. They have pleated backs and flaps on pockets. Caps to match are \$2.49

**Chauffeurs' dusters \$13.96**

are made up to match the suits. They are made in double-breasted models with convertible collars and straps across the backs.

Macy's—Fifth Floor, 35th Street.

**Gray mohair dust coats \$8.49**



are the proper thing for the man who drives his own car. They are breezy, serviceable and a pleasing departure from the old style bag-effect-duster. Double-breasted effect, strap across back.

**Auto baby carrier \$7.24**

is a comfortable riding bed for babies and an "out-of-the-way" seat for older children. It is equipped with a top that protects it from the sun, dust and wind. When not in use it remains hanging in position, but is collapsed and swung down.

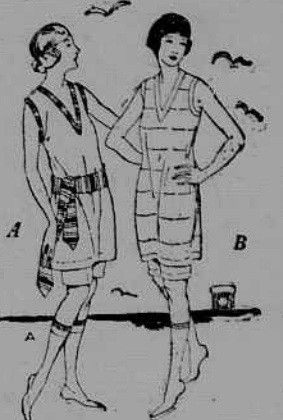
**Extra chairs \$2.24**

Black metal frames with black imitation leather seats and backs. The same without backs and carpet tops are \$1.09

Macy's—Fifth Floor, 35th Street.

**Bathing Suits**

Which maintain their smartness of line, though they provide all the comfort a swimmer needs.



**Worsted swimming suits**

An excellent quality medium weight all-wool worsted swimming suit, with bindings around the V neck and armholes, and sash of Roman striped worsted. Illustrated A. \$6.94

Worsted swimming suit of superior grade, narrow striped effects, with contrasting bands around the neck, armholes, bottom of skirt and trunks. Illustrated B. \$8.74



**Silk bathing dresses**

Silk poplin bathing dress, in an interesting model, trimmed with covered buttons and pipings of contrasting color. Illustrated C. \$8.74

Smart black satin bathing dress, with unusually becoming lines. The wide sash crosses and ties loosely. Illustrated D. \$18.74

Macy's—Third Floor, Centre, Broadway

**semi-made skirts, \$4.96**

What you have to do to finish a semi-made skirt:

Seam the hem.  
Sew up the side seam.  
Put on three snappers.

These are of superior quality cotton gabardine in two smart styles. One is a shirred all-around model with four rows of tucking at the bottom, tucked belt and smart pockets. The other is a shirred-in back model with two inset flap pockets. The belt is tucked all around.

Macy's—White Goods Section, Second Floor, Centre.

**340 plain and printed Georgette blouses**

\$4.69

These are the fine heavy qualities that we usually sell at \$6.49



These blouses are beautiful, dressy models, of heavy, superior grade Georgette, usually found only in blouses much higher priced. See the pictures, then see the blouses!

Printed effects, white, flesh and smart combinations of colors.

Macy's—Third Floor, 34th St.

Peau de soie or taffeta used in

**Smart umbrellas for sun or rain, \$4.98**

The price includes tax. They are small and easy to carry. Those of peau de soie come in navy blue only. Those of taffeta may be had in purple, green, or black with attractive borders of a lighter shade. The tips are of white or amber; there are white or amber bracelet rings, leather loops or sword straps attached to the handles, which are of carved woods. Stub ends.

Macy's—Main Floor, Broadway.

**Women's pongee SUITS**

of a superior grade of pongee and fashioned in a superior way

\$33.75

These will take the place of tailored suits in the Summer wardrobes of even the most critical women, as they are tailored faultlessly and fit with the swagger correctness of well made clothes. Besides, they're COOL!

Two models, one a box pleated style with deep pockets; the other cut on severely tailored lines and inverted pleat at the back. The skirts are in new gored models.

**All sport suits reduced**

Now \$11.74 to \$69.75

Including wool jersey suits, tricolletes, paulettes, pongees and linens.

Macy's—Third Floor, 34th Street, Rear.

**"Different" sport hats**

Of ribbon and organdie, with soft, carefree lines

\$4.96 to \$8.50

"Sport" hats include a range of styles appropriate for every informal occasion of Summertime. There's the always popular and becoming "tam," the deep scuttle mushroom, the soft brim hat, the poke, the unconventional sailor, all characterized by that negligee smartness and simplicity which identify sport fashions.

Our collection of sport hats is highly commendable, not only for the variety and smartness of its styles, but for the moderateness of its prices. The hats illustrated reveal some of the newest notes:

All ribbon hats. Ribbon and Milan hemp combined. Ribbon with hand stitching. Organdie hats with futing. Organdie Hats with organdie flowers. Organdie hats with hand stitching. Hats with long silk tassels. Hats in white and lovely pastel colorings.

Macy's—Second Floor, 34th Street.

**R. H. Macy & Co.**

Herald Square

New York

Store hours: 9:00 A. M. to 5:30 P. M.—Store closed all day July 4th—Store closed Saturdays during July and August.